

*march*

**2072510877**

**PHILIP MORRIS USA**

**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

**TO:** Adrian Marrullier

**DATE:** March 19, 1993

**FROM:** Stephen Piskor

**SUBJECT:** POSSIBLE PRICE PROMOTION OPTIONS

Adrian, please review a listing of possible price promotion options which we could use on a tactical basis to cover, field force needs, management requests or competitive initiatives.

**PRODUCED**

<u>ITEM DESCR.</u>	<u>QUANTITY PRODUCED</u>	<u>QUANTITY ORDERED</u>	<u>QUANTITY REMAINING</u>	<u>UNITS</u>	<u>LEAD TIME</u>	<u>BUDGET TOTAL REM.</u>
------------------------	------------------------------	-----------------------------	-------------------------------	--------------	----------------------	------------------------------

**PROPOSED**

<u>ITEM/DESC.</u>	<u>LEAD TIME REQUIRED</u>	<u>DIST. ASSEM. LEAD TIME</u>	<u>QUANTITIES</u>	<u>BUDGET NEEDED</u>	<u>UNITS</u>
-------------------	-------------------------------	-----------------------------------	-------------------	--------------------------	--------------

This sheet should be comprehensive, with the goal being to have enough "turn-key" promotions to support the above objectives in addition, I would like it updated on a monthly basis.

2072510878